

BFK Rocket Report

2022 Annual Report Included

2022 Highlights

2022 was an incredible year at the Building for Kids. From starting the year with a new traveling exhibit to finishing the year celebrating our 30th birthday, 2022 was full of fun and exciting opportunities, supporting kids and their grown-ups in our community and beyond. Thank you to everyone who spent part of their year with us! Check out some of the highlights from the year below.



Curious George

In January of 2022, the Building for Kids welcomed a new traveling exhibit, Curious George: Let's Get Curious!, to the museum's second floor.

The immersive exhibit encouraged children's natural curiosity through hands-on STEM activities as visitors stepped into the neighborhood where Curious George lives with his friend, The Man in the Yellow Hat.



Summer Explorer Camps

This past summer, we hosted our first Summer Explorer Camps!

Students in 1st - 5th grade participated in hands-on activities and explored weekly themes, such as robotics, entrepreneurship, papermaking, and music, while also enjoying open-ended play around the museum.

Check out page 2 for information on our 2023 Summer Explorer Camps!



Children's Parade

The 13th annual BFK Children's Parade sponsored by ThedaCare once again took over Appleton's College Ave. during U.S. Venture Children's Week.

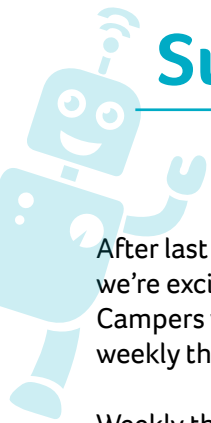
Over 1,000 kids and their grown-ups participated. Families and friends brainstormed their own themes and created costumes and non-motorized floats for a parade that highlights the creativity, imagination, and confidence of kids in our community!



30th Birthday Celebration

In November of 1992, the museum opened its doors to the public for the first time.

To celebrate 30 years of play in our community, the BFK hosted a family-friendly birthday bash, a 90s-themed adults only night, and launched our Building for Tomorrow's Kids campaign, which seeks to ensure that the BFK will continue to impact kids and their grown-ups for generations to come.



Summer Explorer Camps

Drop-off camps designed for students who
have completed 4K - 4th Grade

After last year's successful launch of our Summer Explorer Camp series, we're excited to once again offer 8 weeks of drop-off camps, starting in July! Campers will have the opportunity to build new skills and explore different weekly themes, all while making new friends along the way.

Weekly themes will include Robotics & Coding, Sculpture & Pottery, Music Makers, and more. We'll also host a camp all about Appleton's annual U.S. Venture Children's Week and the BFK Children's Parade. Sign up for one week or sign up for all eight at a discounted price!

Each week of camp will run Tuesday - Friday. We have both full day (Kindergarten - 4th grade graduates) and half-day (4K - 4th grade graduates) camps available to fit your family's schedule. Each day, campers will participate in a combination of facilitated programming based on the week's theme and open-ended play around the museum.

Check out our full schedule or register at
buildingforkids.org



Robotics & Coding Camp



Sculpture & Pottery Camp

Adults-Only Night: *ART JAM!*

Saturday, February 25: 6-9pm

Get your art on! Art Jam is an adults-only, after-hours event centered around expressing your inner child through art!

Join us for:

- Live Music from Natural Satellite
- Signature Beer "Paint Water" from Appleton Beer Factory
- Hor d'oeuvres from Bagelicious
- Collaborative Art Project
- Art-Themed Scavenger Hunt
- Cash Bar (with 1 free drink ticket per person)
- Free Play around the Museum

Members: \$20 per person

Non-Members: \$30 per person



Register at **buildingforkids.org** by Friday, February 17.



tomorrow's Building for KIDS

Learning, growing, and exploring – today and for generations to come



To give or learn more, visit
give.buildingforkids.org/tomorrow

As stewards of one of the largest children's museums in Wisconsin, we all have a role to play to ensure this fundamental community asset continues to make an impact for generations to come.

Please consider a gift today to take advantage of a \$30,000 matching opportunity from the J. J. Keller Foundation. Contributions support our Access for All scholarships which provide critical opportunities for play-based learning to families facing financial barriers.

Director's Digest

As I look back on 2022, I am so grateful for the members, volunteers, partners, and supporters like you who have played such an important role at the museum this year. We could not have done it without you. Thank you.

2022 was full of exciting opportunities and milestones, including the museum's 30th birthday. We are excited to continue the groundlaying work of our community and founders, Paula Meyer and Rochelle Lamm, into a new decade.

As we celebrate 30 years of play and impact in our community, we reflect on our own role in carrying this work forward by launching our Building for Tomorrow's Kids Campaign. This capital campaign aims to ensure that the BFK continues to serve as a safe place to learn, grow, and explore for generations to come.

Through this campaign, we will invest in the core infrastructure of our facility, create a Facility Investment Fund to support future capital needs, and invest in two permanent endowment funds to support general operations and our Access for All Initiative. **Thanks to the generous support of our community, we have already reached over 80% of our \$1.2 million goal.**

We are looking forward to building off of last year's successes as we embark on an ambitious plan for 2023, including a new permanent exhibit in the museum. **This new exhibit, called Food to Grow, will address a critical need identified by our community. The exhibit has a focus on food sourcing, food choice, food equity, and the overall cultural significance of food.** Featuring a farm, market, pantry, kitchen, and family dinner table, Food to Grow will replace the BFK



Building for Tomorrow's Kids Campaign Launch

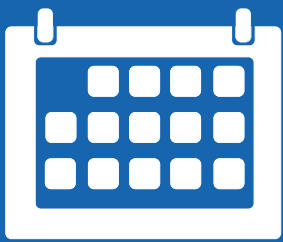
Convenience Store on the first floor of the museum. We are excited to partner with Children's Wisconsin, Schreiber Foods, and the Fox Cities Convention and Visitor's Bureau to bring this interactive and educational exhibit to life in the fall of 2023.

We hope you will join us as we begin another year of inspiring discovery and building resilience through intergenerational play-based learning and exploration of the arts, sciences, and humanities in our community and beyond.

Hope to see you soon,

Oliver Zornow
Executive Director
ozornow@buildingforkids.org





Upcoming Events

February 25
6:00 - 9:00pm

Art Jam! **Adults-Only Night**

An adults-only, after-hours event with live music, food, drinks, and art activities!

March 3
5:00 - 7:00pm

Winter Fun with Clifford

Come meet Clifford! Enjoy snacks, storytimes, and wintery activities!

March 4 & 18
10:00 - 11:00am

Coding with Ozobots Workshop

Learn about ozobots, tiny robots that read color with one of our BFK educators!

For more information about these and other upcoming events, visit buildingforkids.org

Donor Spotlight

Debra McDowall & Larry Sawyer

Founding members of the Dr. John and Sally Mielke Bold Hearts Legacy Circle

1. What role has the Building for Kids played in your life?

We first saw the impact of the BFK when we brought our daughter to the museum as a child. From watching her slide down the A-maze-ing Heart Slide to seeing her play dress up with friends in the Grandma's Attic exhibit, we were able to witness firsthand the power of learning through play.

2. Why is the BFK important to our community and the kids and families who live or visit here?

The BFK makes learning fun and when learning is fun, then it becomes something kids want to do. You learn, and then you learn to enjoy it, and then, because you enjoy it, you learn more. Kids at the museum are also exposed to a world of opportunities that they might not otherwise have access to. We believe that early exposure to a wide range of experiences in the arts, sciences, and humanities can broaden a child's mind and expand their future potential.

Dr. John and Sally Mielke

Bold♥Hearts
Legacy Circle

Through decades of leadership and advocacy, Dr. John and Sally Mielke always challenged our community to lead with compassion and act boldly to transform our future by investing in young children and their grown-ups.

Dr. Mielke shared his passion for cardiology through the creation of one of the museum's most iconic exhibits, The A-Maze-ing Heart Slide.

The Dr. John and Sally Mielke Bold Hearts Legacy Circle recognizes those



3. Why did you choose to support the BFK through a planned gift and join the Bold Hearts Legacy Circle?

Even though our daughter is grown now, we still see the long-term benefits of having the Building for Kids in the community, including the impact on tourism, employee retention, and child development. We believe that by investing in kids, we invest in the shared future of our community. The future is with our children, and if we are not helping all of our children, we cannot expect them to develop into their full potential and be able to have the best possible future for our community.

4. What is your dream for the future of the museum?

We chose to make a planned gift because we want to continue supporting the future of the BFK beyond our lifetime. Our dream is that the museum is financially stable, so it can grow and adapt to the ever-evolving population and needs of our community.

who have realized or made a planned legacy gift to invest in the future of our community and help ensure the BFK continues to serve kids and families for generations to come.



Now enrolling founding members through June. **Learn more at** buildingforkids.org

